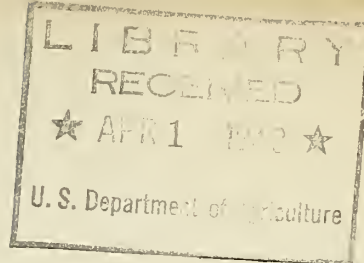


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CONSUMER TIME

R-111

Buying Point Rationed Foods

NETWORK: NBC

DATE: February 27, 1943

ORIGIN: WRC

TIME: 12:15-12:30 P.M. EWT

(Produced by the Consumers' Counsel Division, Food Distribution Administration of the Department of Agriculture, this script may not be broadcast without FDA permission; use of the title CONSUMER TIME is restricted to network broadcasts of this program, presented for ten years in the interest of consumers.)

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1. SOUND: CASH REGISTERED....RINGS TWICE.

2. MAN: (SIMPLY) This is Consumer Time.

3. SOUND: MONEY IN TILL....CLOSE DRAWER.

4. WOMAN: That's your money buying food.

5. SOUND: REGISTER....MONEY IN TILL....

6. MAN: That's your money saved by conservation.

7. SOUND: MONEY IN TILL

8. WOMAN: That's money saved by better planning.

9. MAN: And - buying you a better living in wartime.

10. SOUND: CASH REGISTER....CLOSE DRAWER.

1. The first part of the paper is devoted to a general

discussion of the problem.

2. In the second part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities. We show that the function is Riemann integrable on  $[a, b]$  if and only if the set of discontinuities has measure zero. This result is known as Lebesgue's theorem.

3. In the third part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

4. In the fourth part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

5. In the fifth part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

6. In the sixth part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

7. In the seventh part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

8. In the eighth part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

9. In the ninth part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

10. In the tenth part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

11. In the eleventh part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

12. In the twelfth part, we consider the case of a function which is continuous on the interval  $[a, b]$  and has a finite number of discontinuities.

11. JOHNNY:

Well, Folks, now we know the news about canned fruits and vegetables. We've had one whole week of rationing when we couldn't buy any canned food, and the whole story is out now on the table before us. We all know that from now on we have to eat and plan our family food menu with great care. We know that the rationing of processed fruits and vegetables is very severe, and the points for most of the canned food we eat are higher than we hoped and expected. With dried beans, lentils, beans and soups added to the list at the last minute, our 48 points won't go very far to cover dried vegetables, and processed vegetables and fruits. And to make the squeeze worse, our weather luck in Florida played against our food supply, and widespread frosts damaged winter vegetables. So we know all the bad news now, and it isn't so bad after all.

12. FREYMAN:

Johnny, what do you mean -- it isn't so bad ----  
What can we do about it.

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13. JOHNNY: Mrs. Freyman, that is why we are giving this program today -- to help people to do something to relieve the squeeze on the family food supply. But the first thing everyone has to do is not to be Pollyanna -- there's no kidding ourselves we'll have to get along on less food, and on different kinds of food, and make the food we do have go farther than it ever went before to feed our families.
14. FREYMAN: All right, I get that -- first we must pull in our belts and settle down to see what we can do with the food that's left for us civilians. Then what?
15. JOHNNY: The first thing to avoid doing is what a lot of misguided folks may do next Monday morning, Mrs. Freyman.
16. FREYMAN: What's that, Johnny?
17. JOHNNY: Some will go point broke next week---
18. FREYMAN: Point broke -- what's that?
19. JOHNNY: Point broke -- they'll use up their entire supply of ration stamps before March is half over. Just wait and see. If they don't -- and how short they'll be at the end of March.





20. FREYMAN:

But, Johnny, I heard that we can get more stamps in the last week of March when OPA may permit the consumer to use up some of his April ration stamps---

21. JOHNNY:

Sure, but that's even worse--then you wouldn't have enough stamps to use in April either. No, Mrs. Freyman, the only safe procedure for point ration shoppers is to hold on to your stamps as long as you can in any one period.

22. FREYMAN:

But Johnny, they told us in the beginning to buy early in the day, and the week, and some papers said early in the month.

24. JOHNNY:

Yes, that was might-be wise buying before we knew how high the points would really be, and how scarce would be both canned goods and fresh vegetables. Now it isn't wise buying to rush out and get rid of your stamps. The thrifty housewife in March will treat her stamps like gold and hoard them as long as she can get along on what she has in the house, when the rationing began.



25. FREYMAN: Then this next week, and the week after is the time to begin spending the ration stamps for March?
26. JOHNNY: Yes and be very careful to save some for the last week in March so we will have ration stamps when we need them.
27. FREYMAN: It seems to me that OPA rations us month by month, but we've got a harder job rationing ourselves from week to week.
28. JOHNNY: Of course - rationing within the month is left to the individual, and look what that helps you do - First, you make your own choice of all the available dried vegetables, and processed fruits and vegetables, to spend your points in anyway you want and can, and second, you can pool all ration books in the family to meet your family  
/food needs in your own way.
29. FREYMAN: I wasn't complaining about that, Johnny -- I'm glad we have freedom of choice to ration ourselves from week to week in our own way and according to our particular family needs -- but still I think it's a hard thing to do. I got off a bus last week, and heard one office girl say to another.



30. SOUND: BG TRAFFIC SOUNDS AND CROWD GETTING OFF BUS.

31. JANE: I don't know what we'll do with everything so hard to get, now.

32. MARY: It's going to take a lot of planning, I can tell you.

33. JANE: (LAUGHING) You should've seen mother last night figuring up those ration points on her shopping list.

34. MARY: Yes--my mother said she'd have to go to school and learn arithmetic over again. (THEY LAUGH)

35. SOUND: FADE OUT

36. JOHNNY: (LAUGHING) Oh, it isn't that bad.

37. FREYMAN: You see, Johnny, everybody's worried about how to plan their shopping list under point rationing.

38. JOHNNY: I know that, but I think we can make it easier for them.

39. FREYMAN: Can you, Johnny?

40. JOHNNY: I think so.



41. FREYMAN: Will they always have those high points and be so scarce, Johnny?
42. JOHNNY: Oh, no--ration values or points even on those foods now covered are bound to be lowered in some cases, and increased in others. It all depends on how scarce they may become. Of course, soon we'll have more fresh vegetables on the market, and that'll help a lot. But I must confess that the general trend from now on will be toward rationing of more foods and smaller rations.
43. FREYMAN: Really, Johnny?
44. JOHNNY: Of course. and it's about time we woke up and learned we are in a war. We have to give up food to our armed forces, and we have to save more food, and cut down on waste, and learn to get along on what food is left over for us civilians. That's the least we can do to help our fighting men win this war.
45. FREYMAN: I - I didn't realize that so much before.
46. JOHNNY: Why probably our civilian eating will be forced down pretty close to the present British standards of eating.





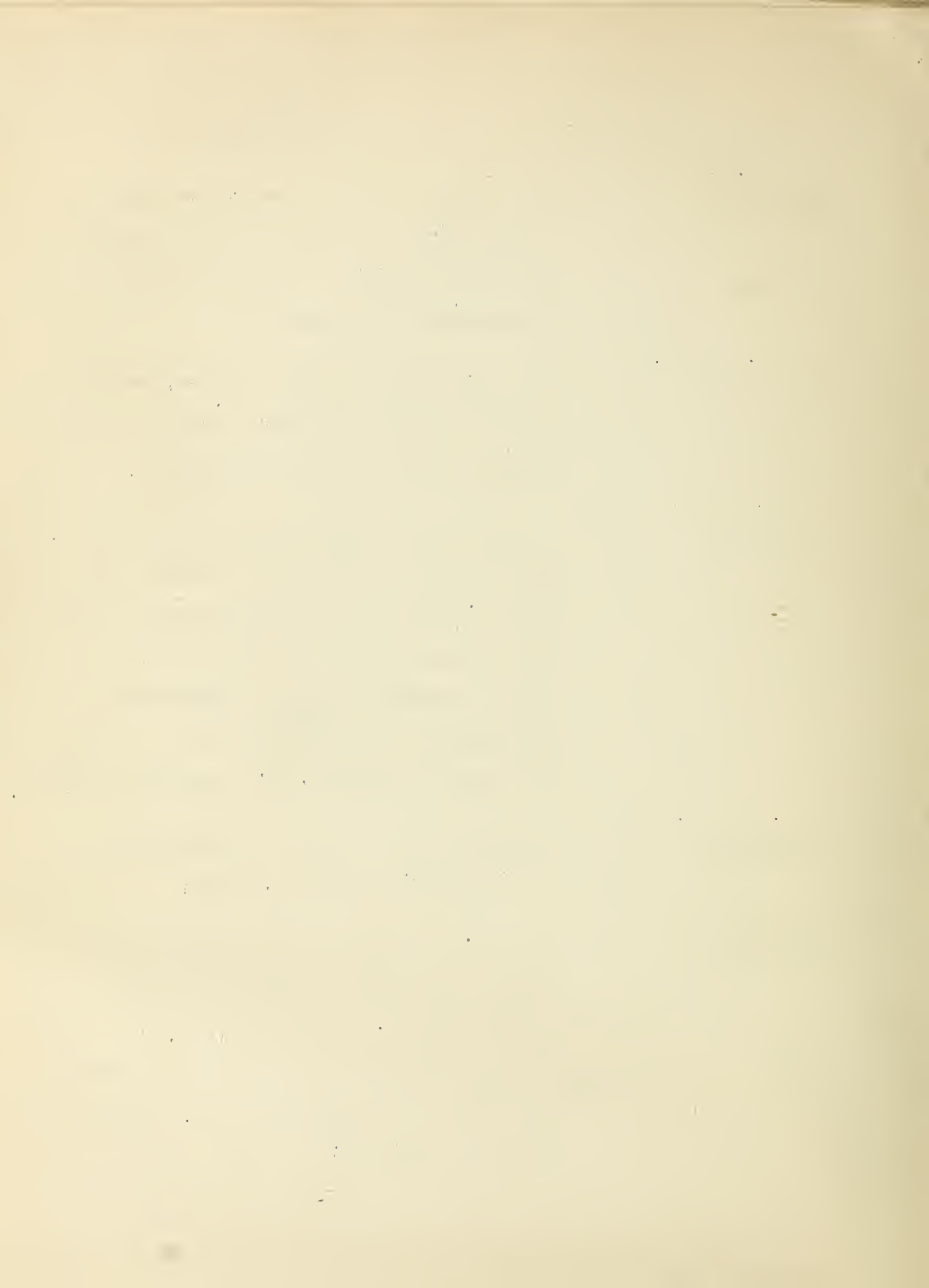
47. FREYMAN: But I heard that under rationing the folks in England are eating better than ever before.
48. JOHNNY: Eating better balanced meals and more healthful meals -- yes -- we'll do that too, but we'll have to learn to eat less food and to give up certain fancy frills and favorites and really get down to wartime eating, just like the British do. And, like the British, no one will suffer very much, and I'm sure we can all take the little sacrifices involved.
49. FREYMAN: Of course, Johnny, once our people know it's necessary.
50. JOHNNY: We may not go quite to the British level because we have a much higher living standard to begin with, but it is estimated that about a half or  $2/3$  of our consumers will have to change their eating habits very radically and almost over night.
51. FREYMAN: Two-thirds? You mean 30 million people, Johnny?



52. JOHNNY: Not quite that many, because the children will eat better than adults and more like they have been eating, but still about that many adults will have to learn new eating habits and about 35 million homemakers will have to learn new methods of buying and preparing food.
53. FREYMAN: Have you any idea of what this eating habit change will be like?
54. JOHNNY: The best guess I can get is that mainly we'll go back to the old "staff of life" that served and saved mankind for centuries.
55. FREYMAN: Bread!
56. JOHNNY: Yeah--bread, and other cereals and grain foods like Barley are bound to come back into their own again.
57. FREYMAN: It's good thing we have plenty of wheat.
58. JOHNNY: And it's a good thing, I think that so many of our food consumers are going to become food producers.
59. FREYMAN: You mean Victory Gardens?



60. JOHNNY: You bet--Victory Gardens are sweeping this country and a lot of people are going to plant seed for vegetables that never did it before. That'll help us. of course. . .
61. FREYMAN: Yes, and millions more housewives will want to can at home all the spare fruit and vegetables they can find this summer.
62. JOHNNY: I think we don't need to explain that to anybody now -- we've all learned our lesson this week, and we've all got the old pioneering idea now that each of us will have to do something on our own hook to produce or obtain greater food supplies if we want to do our job in this war. And now I think, we're ready for our expert.
63. FREYMAN: What about those shopping and buying hints you were going to give us, Johnny?
64. JOHNNY: Not me, Mrs. Freyman but our guest expert the Special Assistant to the Director of Food Distribution Mr. Arthur C. Bartlett, who has been wrestling with this food shopping problem since rationing began. You met Mr. Bartlett last week didn't you?



65. BARTLETT: Of course, how do you do, Mrs. Freyman?
66. FREYMAN: Fine, thank you, Mr. Bartlett, welcome back.
67. BARTLETT: I'm glad to be here; and I'm ready again for your barrage of questions, Mrs. Freyman. Hope there aren't any I can't answer on this food rationing problem.
68. FREYMAN: I hope you can tell me what the consumer can do, Mr. Bartlett, to make the most of his point ration.
69. BARTLETT: Well, I can give you some of the things that our Bureau of Human Nutrition and Home Economics has found out in the last week or so, but no one can pose yet as an expert on point rationing, Mrs. Freyman. I don't pretend to know the last word on a lot of this, but you can fire away.
70. FREYMAN: What I really want are some practical consumer tips on how to buy and use point rationed foods so my family can get enough to eat this month and so I can put some variety in our menus. How about that?





71. BARTLETT: I think we have some of the answers on that one at least. I can give you the latest food buying program of Agriculture's home economists, to give you your money's worth and your point's worth -- will that help you?
72. FREYMAN: That sounds like exactly what I want to know now.
73. BARTLETT: This program is cut out to fit the homemaker who has to change her methods of buying and using rationed food -- and it should fit your needs. Our program is first--are you ready, Mrs. Freyman.
74. FREYMAN: Excuse me, Mr. Bartlett - I'm trying to find a pencil, and --
75. JOHNNY: Here you are, Mrs. Freyman--and say that's a good idea for all you consumers out there-- to take notes on this government program -- you can use it later.
76. FREYMAN: Thanks, Johnny. All ready, Mr. Bartlett.
77. BARTLETT: All right, then -- First, the wise homemaker today will watch to provide for good nutrition. What classes of food would you say every family needs to get balanced and healthful meals?



78. FREYMAN: I think I can tell you that -- milk, for one.
79. BARTLETT: Milk, by all means -- absolutely essential.
80. FREYMAN: and Citrus fruits and tomatoes---I'd say.
81. BARTLETT: Yes, any vitamin C-rich food. What else?
82. FREYMAN: Green and Yellow vegetables, especially, and --
83. BARTLETT: And other vegetables and fruits, too.
84. FREYMAN: And meat -- or, I guess now with meat so scarce, we'd substitute----
85. BARTLETT: Alternate main-dish foods -----
86. FREYMAN: Yes-- eggs, cheese, dried beans or peas.
87. BARTLETT: That's fine, Mrs. Freyman, and now don't leave out as an absolute need for your family meals one other --
88. FREYMAN: I know -- cereals --
89. BARTLETT: Yes - grain products -- one of the best ways to get along on your ration will be in wise buying and use of cereals.
90. FREYMAN: And last of course we need fats.



91. BARTLETT: Yes, Mrs. Freyman, and did you notice that for good nutrition and healthful diets, we can take care of the absolute family food needs, and not even mention or use canned, frozen or dried foods?
92. FREYMAN: Yes, and I see how we can take the pressure off scarce canned goods, and save our ration stamps for what we really need.
93. BARTLETT: Our second point in the food program is -- Read the Label on the can when you buy.
94. FREYMAN: Oh, I always do that, Mr. Bartlett -- one idea that has saved me a lot of money is only to buy Grade C or Standard grade canned goods.
95. BARTLETT: Yes, Grade C is often the better buy, and it doesn't cost any more points, and besides, that grade can is more likely to contain better food value from the point of view of nutrition. The next suggestion on our program is -- Buy according to your purpose. You don't need Grade A or Fancy fruit to cut up in a salad or pie.
96. FREYMAN: Oh certainly -- unless I want high grade for looks, I don't buy high grades, and I save money on C or Standard grade, as you say.



97. BARTLETT: That's a fine idea for point ration buying too. Now, here's rule No. 4 -- in the home, put processed foods where they will keep best until needed. What do you do, Mrs. Freyman, for storage?
98. FREYMAN: Well I store tinned foods where it's dry to prevent rust and spoilage, and foods canned in glass in a dry, dark and cool place. Is that right?
99. BARTLETT: Exactly right -- you are a very wise home maker, Mrs. Freyman. Also we should keep dried fruits cool and keep quick-frozen foods solidly frozen until needed, either in a frozen food locker or in the freezing compartment of a mechanical refrigerator.
100. FREYMAN: I learned the other day that you can keep these foods too long in a mechanical refrigerator, or even in a freezing compartment. Is that true?
101. BARTLETT: Yes, they may spoil if kept too long. And once frozen foods thaw, too, don't try to refreeze them -- it's too dangerous. That ends No. 4. Point No. 5 -- cook all foods quickly, to hold vitamin content, or you'll lose the food value of your points.
102. FREYMAN: Oh surely - canned vegetables are already cooked and need only to be brought to boiling at the last minute to be served hot.





103. BARTLETT:

That's right, so when we forget and cook processed foods again, we are losing valuable elements in our food ration. We'll have to be more careful about these things now won't we?-- especially when every little bit of food is so important. And now the last tip in our Government point-rationed buying program is: use all good juices -- waste none.

104. FREYMAN:

I'm glad you said that -- what we've been wasting around our house have been the liquids in the can or jar -- and I know that they contain a good amount of vitamins and minerals of the food. We won't do that any more, I can tell you.

105. BARTLETT:

It would be wasting your short ration now, if you did. You can serve the vegetable liquid with the vegetable whenever possible, or use it in sauces, gravies and soups.

106. FREYMAN:

And we can use the fruit syrup too in the same way, can't we?

107. BARTLETT:

Surely -- a lot of fruit syrup does go to waste in every family but we can serve it with the fruit, preferably, or keep it cold for beverages, or use syrup as sweetening for desserts. And that's the food buying program - do you think everybody will remember all that?



108. FREYMAN: I don't think so, Mr. Bartlett -- What about that, Johnny, can we put this food program on a Tips card?
109. JOHNNY: Yes, we'll do that and we'll send a Consumer Tips card with those Point-Ration Buying and Using Food suggestions -- to anyone who writes in -- we might call it -- How to Eat Better on Your 48 Points.
110. BARTLETT: That's a splendid idea. Another idea that you might put on such a card is how to make out a shopping list and prepare a point budget under point rationing. We don't have time for that -- but that kind of planning is very important today.
111. JOHNNY: Mr. Bartlett, if you think our consumers need a Consumer Tips card on How to Budget Ration Points, we'll get that out too with your help.
112. BARTLETT: Our Bureau of Human Nutrition and Home Economics will be glad to help you make up such a tips card, Johnny. I have one other thought, as a sort of summary. Last Thursday, Mr. Wickard, the Secretary of Agriculture, said this: "We enter a new phase of wartime living...but we can enter it with assurance that...by careful management we shall all have all that we need to eat, even if we have to forego some of the food we would like to eat."



112. BARTLETT  
(Continued)

Now, what I want to stress are those words "by careful management," because the major job of food management will be done in the home, and by you homemakers. This war will be won or lost right in your kitchen. We in Washington can not do the job. We can't plan the meals to make the best possible use of foods you can get; we can suggest and help you with programs like this, but we won't be there to plan your meals to save food in your home. The homemaker must want to do that. We all must want to do that. This war will be won by just plain Americans who want to eat only what they need, so that more food can go out where needed for winning the war. and I'm sure we all desire to do that.

113. JOHNNY:

Thank you, Mr. Bartlett; and now before we close this program, Mrs. Freyman, you'd better tell the new listeners how to get our Consumer Tips Card on How to Eat Better on 48 Ration Points.

114. FREYMAN:

Well, I can tell how I got my free copy of Consumer Tips each week. I just address a post card to CONSUMER TIME, Department of Agriculture, Washington, D. C.; and this week, I'll just ask for my tips on Point Ration foods. And when I get my card in the mail, I'll put it in my recipe file, and use it hereafter every Monday morning when I do my week's shopping. How's that?



115. JOHNNY: And don't forget to put on your postcard your own name and address, and the call letters of the station to which you are listening.
116. FREYMAN: But, Johnny, what's next week's program.
117. JOHNNY: Meat. What causes the black market and what you can do to help break it up. Why you can't get meat in your town, and what your Government is doing about that. How's that, Mrs. Freyman?
118. FREYMAN: That's grand, Johnny.
119. JOHNNY: Next week -- a roundup on the meat situation. And now, your ANNOUNCER.





120. ANNOUNCER:

You can obtain free copies of Consumer Tips Cards by writing to CONSUMER TIME - Department of Agriculture, Washington, D. C. Just ask for Tips on Point Rationed foods, give your name and address, and the call letters of your radio station.

Heard on today's program were: Evelyn Freyman, Jane King, and Ken Banghart, with Arthur C. Bartlett, of the Food Distribution Administration, Department of Agriculture.

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